



KENNEDY VALDES

GRAPHIC DESIGNER

WWW.KENNEDYVALDES.COM

CONTACT

(407) 810-2452
KENNEDYVALDES@ME.COM
WWW.LINKEDIN.COM/KENNEDY-VALDES
COCONUT GROVE, MIAMI, FL

EDUCATION

BACHELOR'S DEGREE - MARKETING

FLORIDA STATE UNIVERSITY
2015 - 2019

TOOLS

PHOTOSHOP	
ILLUSTRATOR	
DIMENSION	
INDESIGN	
ADOBE XD	
LIGHTROOM	
ACROBAT	
MICROSOFT OFFICE	

SKILLS

BRANDING & IDENTITY
DIGITAL ART & MEDIA DESIGN
PRODUCT PHOTOGRAPHY
LOGO DESIGN
PACKAGING DESIGN
3D RENDERINGS
TYPOGRAPHY
ILLUSTRATION

I am a visually focused individual passionate about creatively conceptualizing and elevating a brand's image within the advertising and marketing industries.

WORK EXPERIENCE

GRAPHIC DESIGNER/CREATIVE DIRECTOR PANAMA JACK

2020 - PRESENT / MIAMI, FL

- Designed and executed 100+ page catalog displaying all Panama Jack product lines to be used nationally and internationally by 20+ distributors.
- Developed weekly advertising content for all forms of media including email, web, print, photography, and social accounts with 90,000+ followers.
- Worked closely with licensees to create and maintain consistent branding throughout 15+ product lines.
- Created original head wear line to be developed and sold in 2022.
- Designed and rendered point of sale displays to be used nationally and internationally by numerous distributors and retailers.
- Re-designed FDA-compliant product packaging across company's entire sun care line.
- Responsible for all product photography and editing for company website.

ASSOCIATE GRAPHIC DESIGNER GO CONVERGENCE

2019 - 2020 / ORLANDO, FL

- Re-designed company logo and various marketing materials including, letter-head, business cards, InDesign templates, etc. used regularly throughout the office.
- Edited and color-corrected over 300+ raw photos for clients to be used on multiple branded platforms including web, email, and social.
- Cooperated closely with other artists to design informational brochures for Advent Health's 15+ hospital campuses.
- Created original logos and branding guides for clients.
- Collaborated with team members to conceptualize layout and architecture of client showcase for trade shows and exhibitions.
- Built compelling presentation decks, one page PDF's, and other marketing materials issued by executives to all departments.

BRAND AMBASSADOR THE BRAND GIRLS

2018 - 2019 / TALLAHASSEE, FL

- Selected from a pool of 500+ next generation leaders as one of 16 to be apart of a VIP program based off leadership and presentation skills
- Personally hosted three 1-hour long informational events for 200+ women per semester.
- Worked directly with Ambassador Director to brainstorm and execute marketing strategies to increase brand awareness on campus.

GRAPHIC DESIGN INTERN LOUD AND LIVE

2018 - 2018 / MIAMI, FL

- Developed target-marketing campaigns promoting local concerts and events to a nation-wide audience.
- Designed and scheduled 3+ months of content for company's multiple social media platforms with 50,000+ followers.
- Organized partnerships with social media influencers and established budgets for paid event promotion across their channels.
- Created digital ad and media content to improve the overall brand presence delivering top results within the advertising and marketing budgets.